

THE HOUSE OF FASHION
Bernard, Frances & Co.
BROAD AND FIFTH STS.

NOW that everything is beginning to bloom and blossom, we are reminded most vividly of the approach of EASTER. Your time and attention will now be occupied toward the proper selection of a suitable suit, gown or hat—in fact, you will want to obtain such wearing apparel that combine all essentials, that is, style, quality and workmanship and last but not least the obtaining all of these at popular prices.

Right HERE, you will find an assemblage of SUITS, GOWNS and MILLINERY that you will ransack all stores for, and pass by because exorbitant prices are asked. It has been taken our buyers many months to select this superb class of merchandise, but they had explicit instructions to spare neither time, energy nor expense in buying the choicest, most distinctive and most desirable merchandise that could be had on the market. That they have been at least partially in this direction is well testified to, by the fact that our sales during our anniversary week were tremendous. Let it not be forgotten for one moment that bargains will cease to be given with the passing of our anniversary; on the other hand, incomparable merchandise at extremely low prices are in the store for you to-morrow.

**Exceptional Values Offered in Our
Easter Array of Spring Fashions in
Tailored Suits**

**Our Suit Leader for This
Week's Selling, \$14.95**

REGULARLY MARKED \$25.00.

Made of men's wear serge, strictly plain tailored of high-class workmanship. Coats are handsomely lined throughout with peau de cygne, with a plain tailored skirt. Some have the new Bulgarian blouse, with the smartly draped skirt.

**Remarkable Values Offered in
Spring's Choicest Assemblage of
Easter Dresses**

**Our Dress Leader for This Week's Selling
\$5.95**

In order to make our Dress Department a busy one this week we will place on sale every Serge Dress in the house at one price. All are made of all-wool serge, in twelve different styles; some plain tailored, others in the new Bulgarian effect, while still others are neatly made with slight touches of Bulgarian trimmings. These Dresses are regularly marked in our stock for selling at \$7.95, \$8.95 and \$9.95.

Fancy Trimmed Tailored Suits

made of this season's rage, Bedford cord, in the newest belted back effect, trimmed with touches of Bulgarian ornaments, which are aristocratically surrounded by tiny pearl buttons. A suit we highly recommend to every woman.

Value
\$27.50

\$17.95

Tailored Suits

of men's wear serge, Bedford cord, hairline and pencil stripe, wool poplin and shepherd checks, in a splendid assortment of models to select from; in the new Bulgarian blouse, as well as the plain-tailored effect, with a beautiful moire Tuxedo collar.

Value
\$30.00

\$19.95

**Plain Tailored and Fancy
Trimmed Suits**

made in the seasons scarcest materials, such as eponge, all-wool poplin and in light weight Vicuna and two-toned checks, in the very newest designs, copied from imported models. Some are elaborately trimmed, while others are in the rich plain tailored effect.

Value
\$37.50

\$24.95

Other Suits

\$27.50, \$29.95, \$35, \$39.75, \$45, values \$35 to \$75

**Gowns for Street or Evening
Wear**

made of finest quality crepe de meteor; some are in the newest draped effect, while others have that neat and aristocratic appearance; trimmed with small imported ornaments and jabots of imported laces.

Value
\$37.50

\$24.95

Chiffon Evening Gowns

A beautiful array of Chiffon Gowns, draped over a Japanese silk slip, daintily trimmed in a way that is beyond description, in a splendid assortment of spring shades, light blue, pink, maize, white and lavender.

Value
\$25.00

\$14.95

Smart Spring Coats

made in the three-quarter length of all-wool serge or covert. Some are plain tailored, some elaborately trimmed, while others are neatly touched up here and there with eponge and imported buttons and ornaments.

Value
\$20.00

\$12.95

Other Coats

\$14.95, \$19.95, \$24.95, \$29.95, value \$20 to \$45

A Showing in Our Millinery Salon That You Will Be Proud Of

Easter Millinery that we are proud of. The Hats are the most originally and the prettiest ever assembled by Bernard, Frances & Co. A special feature for to-morrow will be the sale of

1,000 Beautiful Trimmed Hats at \$5.00 Each

At this rate you are buying two hats for the regular price of one, for these hats will compare more than favorably with any of the "\$10.00 values" shown around town. The collection of Millinery at this price is really superb.

The Paris Models

can be purchased at one-half of our own import prices. The reproductions of Paris Hats at

\$15, \$18, \$25, \$35, \$40 and up to \$65

**Other Trimmed Hats Specially Priced,
To-morrow at**

\$7.50, \$10, \$12.50 and \$15

In the Untrimmed Hat Section

A SPECIAL OFFERING TO-MORROW OF REAL HEMP DRESS SHAPES AT..... **\$2.95**

The very best colors and shapes of the season. The price is most modest, and this is a millinery value unexcelled.

"Sunrise" or FANCY MILAN DRESS SHAPES—medium and small shapes, with flange, in new and staple shades, at **\$2.95**

HEMP DRESS SHAPES—best shapes, faced with silk velvet, at **\$2.95**

READY-TO-WEAR HATS—made of imitation hemp braid, with silk velvet facing, trimmed with imitation Numidi aigrettes at front, also several styles in Bulgarian effects, at **\$2.95**

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